



2015 City of San José Budget Priorities Survey

***Initial Observations from a Survey Conducted
February 21 – March 1, 2015***

320-645

Fairbank, Maslin, Maullin, Metz & Associates - FM3
Public Opinion Research & Strategy

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Methodology

- Telephone survey of 1,002 randomly-selected adult residents in the City of San José
 - Half of the interviews with voters likely to vote in November 2016
 - Half of the interviews conducted with adult residents
- Survey was conducted February 21 – March 1, 2015
- Interviews were conducted via landline and cell phones, and in English, Spanish and Vietnamese
- The margin of sampling error is +/-3.1% at the 95% confidence level
 - Margins of error for population subgroups will be higher
 - Some percentages do not sum to 100% because of rounding
- Tracked questions from 2009-2014

Key Findings

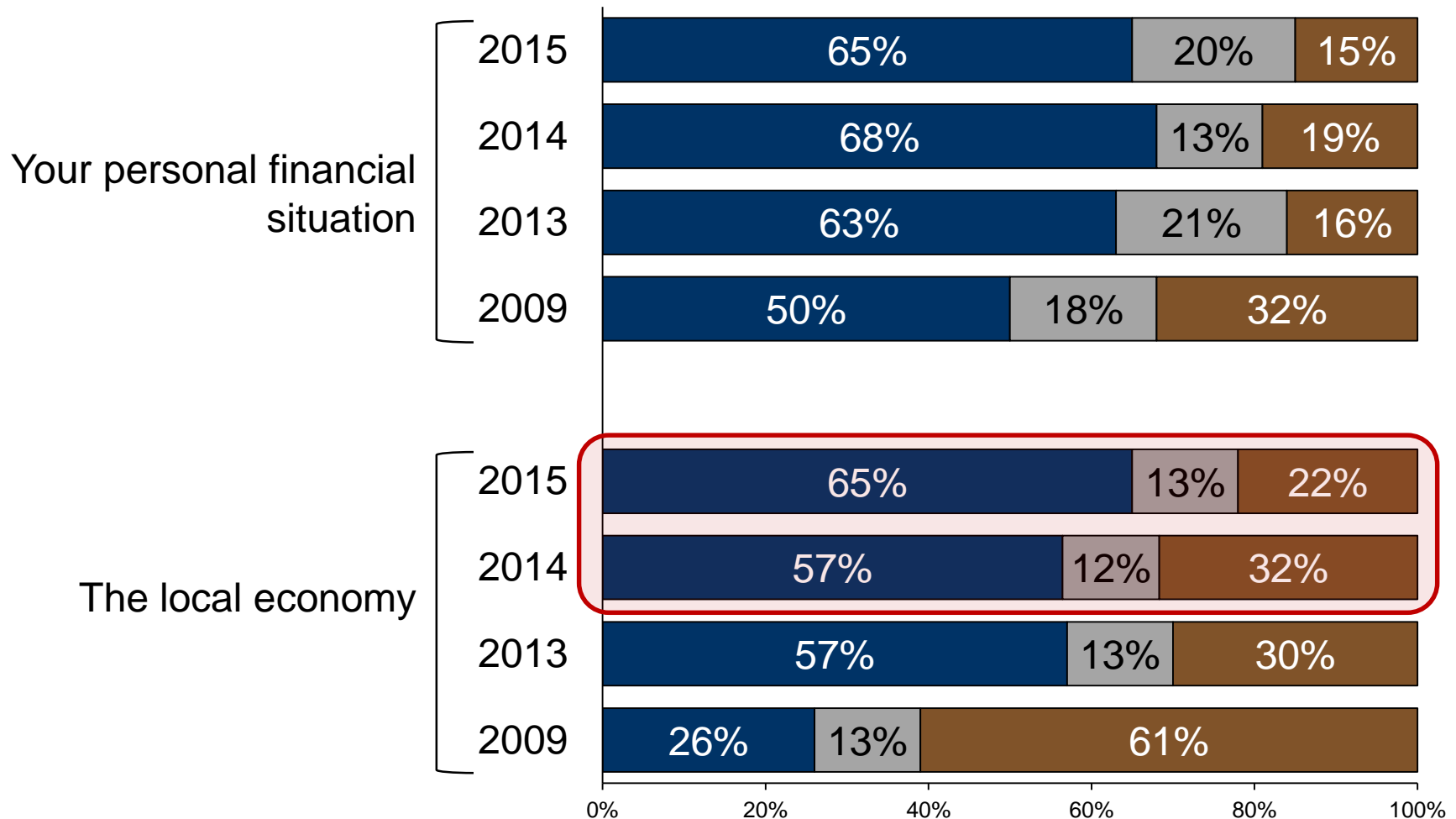
- Residents feel modestly better about the local economy, but more pessimistic about public safety.
- Though impressions of the City's budget aren't positive, residents don't view the budget quite as negatively as they need last year.
- Residents feel hiring more police officers should be the City's top priority spending category, and generally view spending on programs to reduce crime as critically important.

Perceptions of the Economy and Public Safety

Residents feel slightly better about the local economy...

Current impressions

■ Positive ■ Neutral ■ Negative

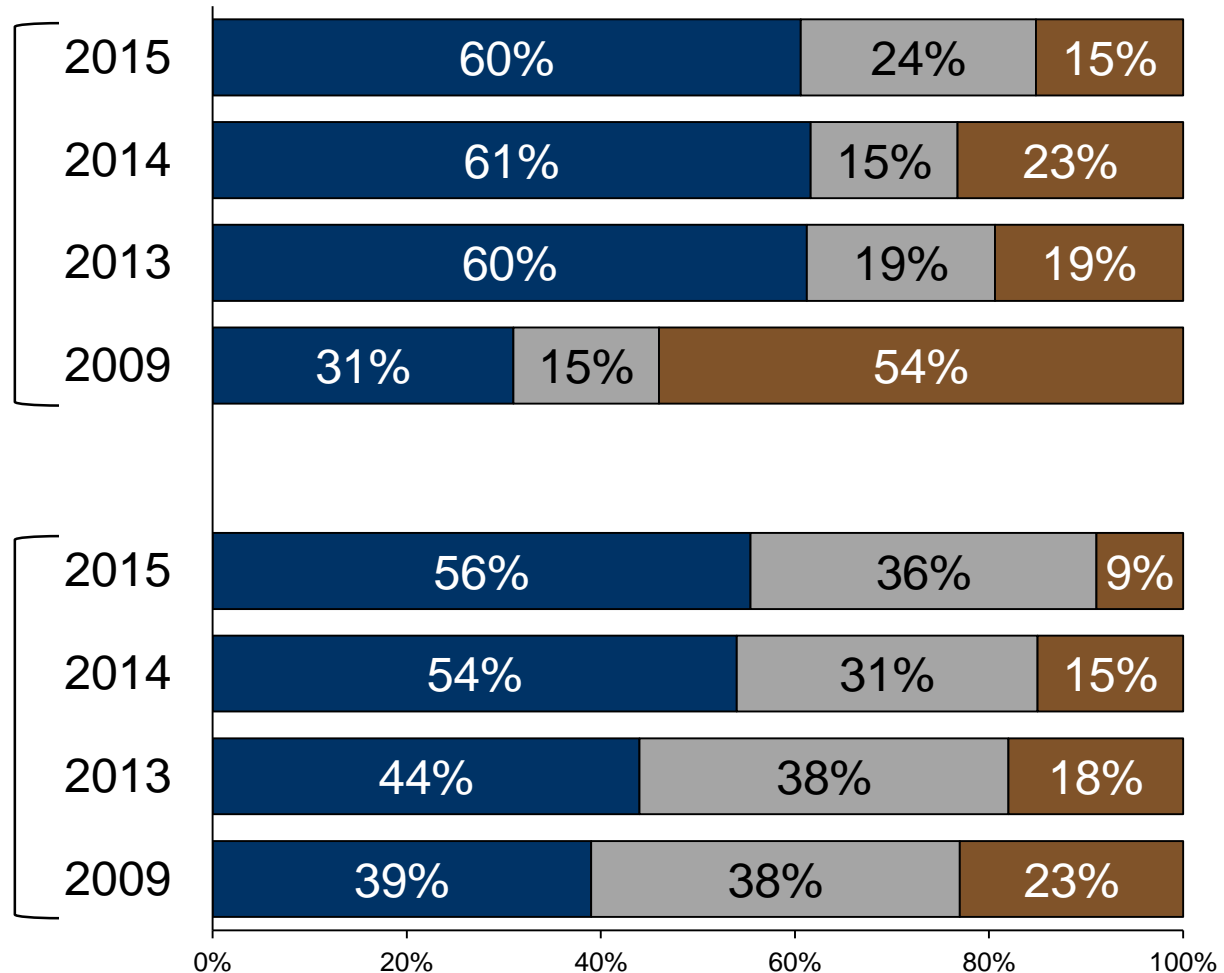


...and are just as optimistic about the future as they were last year.

12 months from now...

■ Better ■ Neutral ■ Worse

The local economy



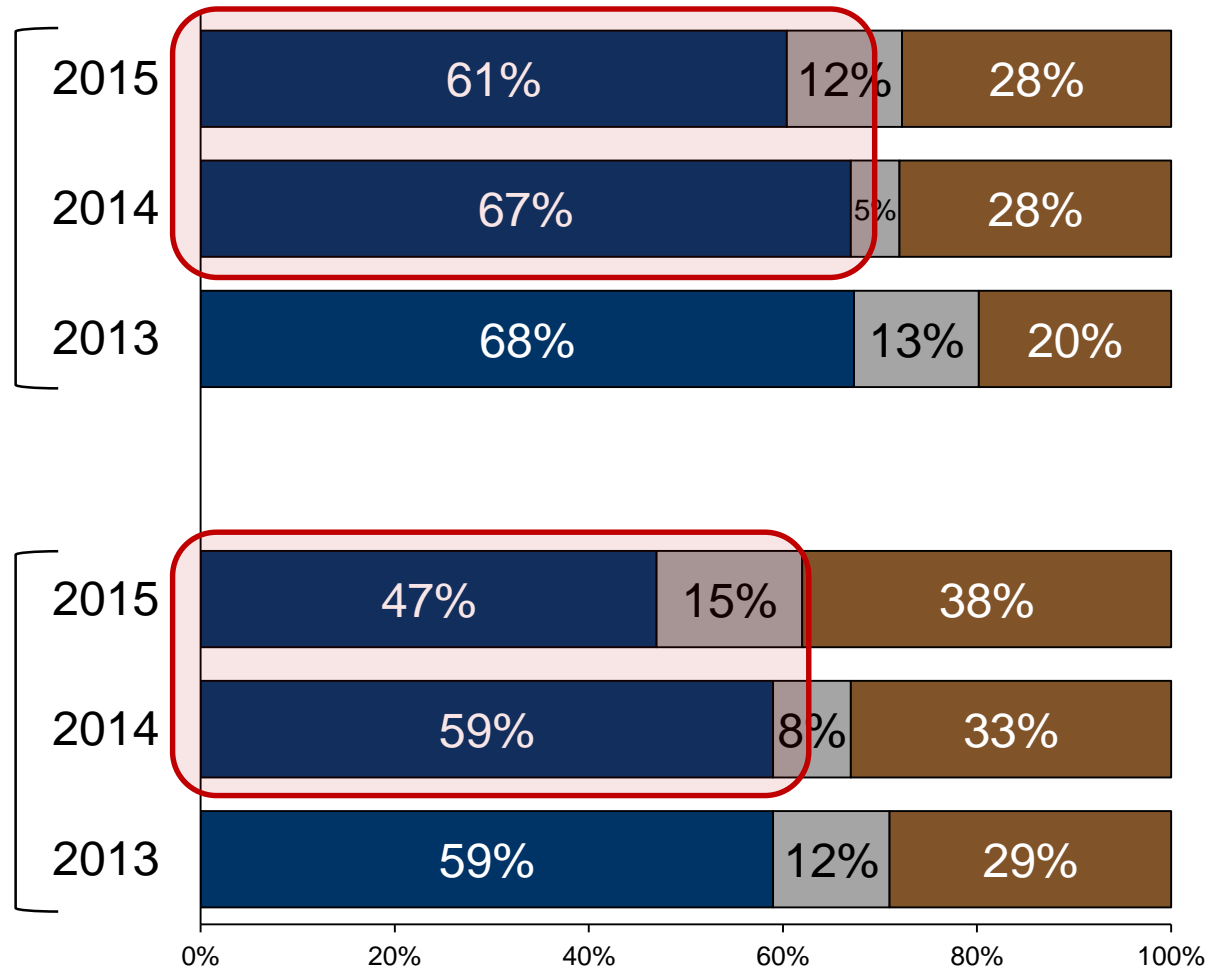
Your personal financial situation

However, residents feel slightly worse about local safety...

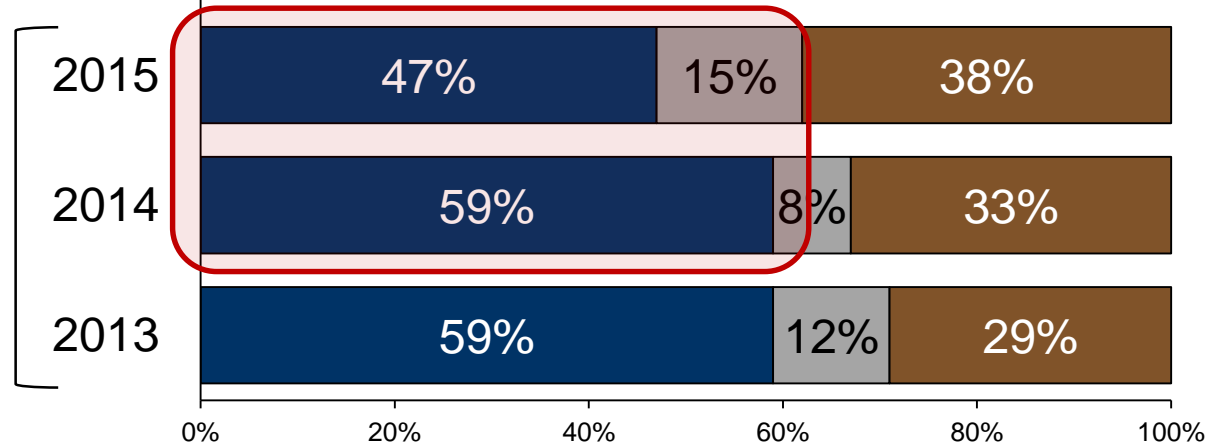
Current impressions

■ Positive ■ Neutral ■ Negative

Public safety in your
immediate neighborhood



Public safety in the
City of San José

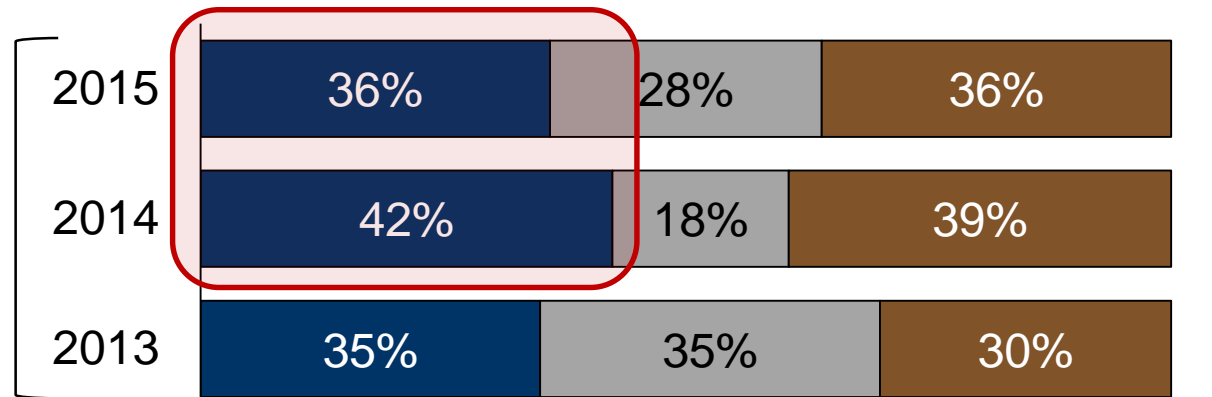


...and are somewhat less optimistic about future public safety trends.

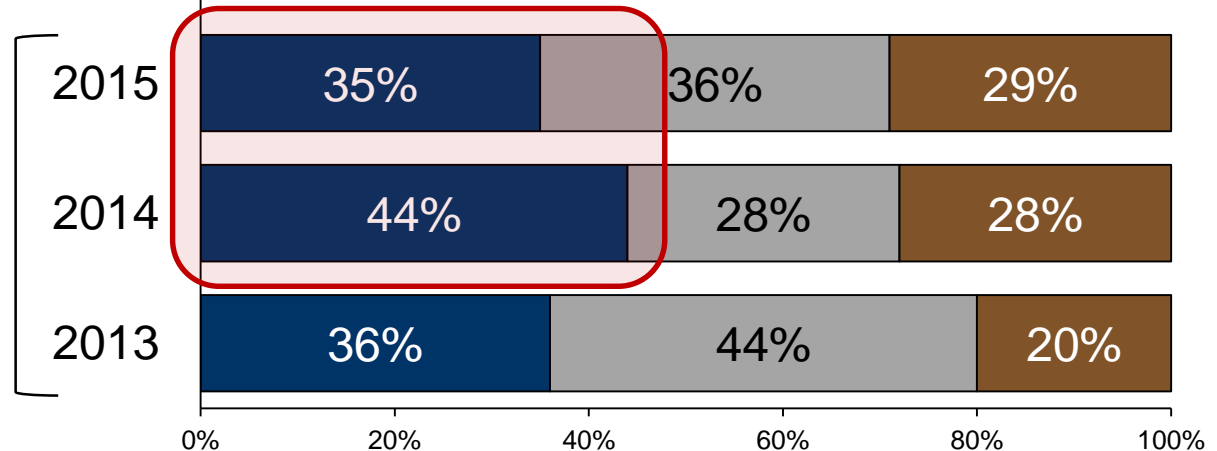
12 months from now...

■ Better ■ Neutral ■ Worse

Public safety in the
City of San José



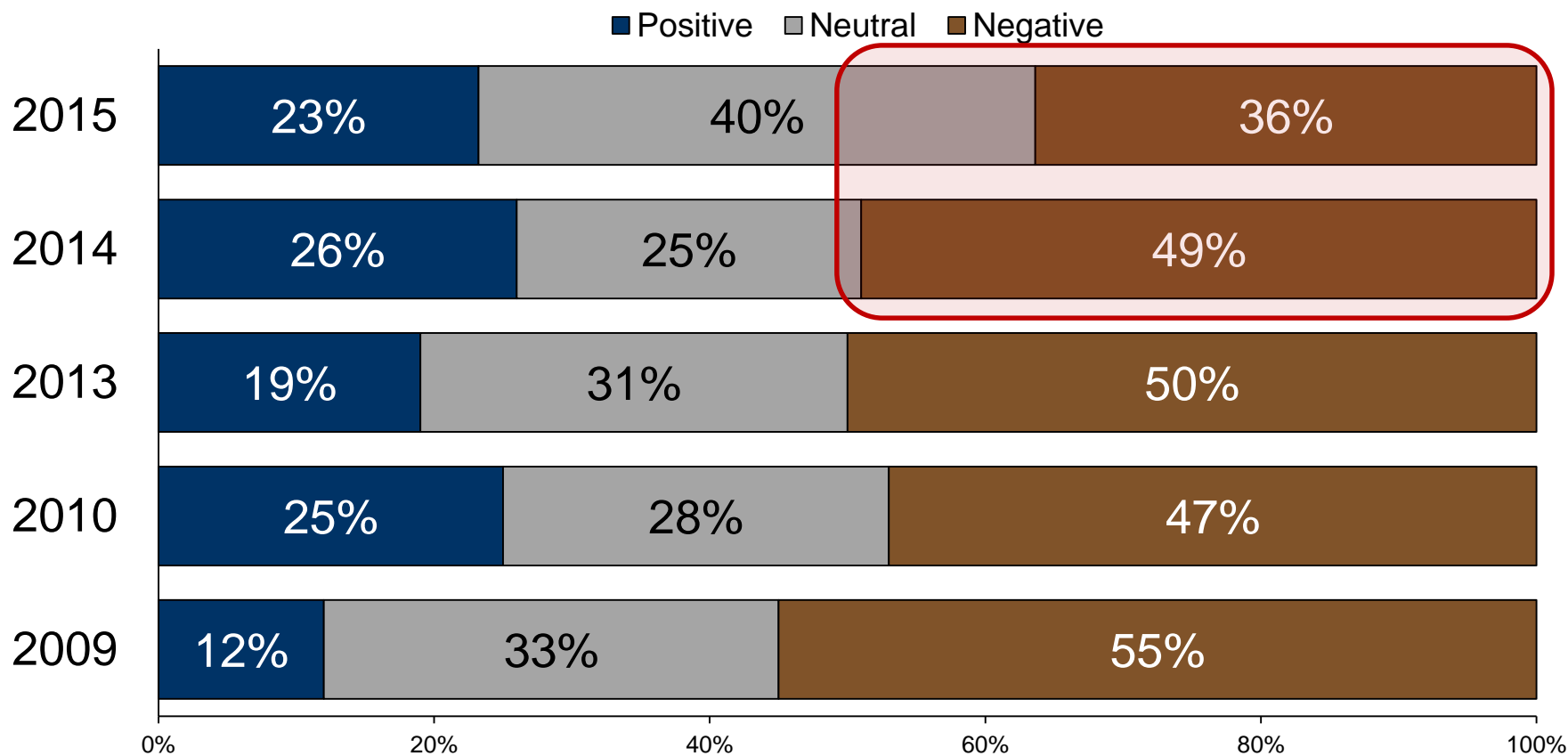
Public safety in your immediate
neighborhood



Perceptions of the City Budget

Though residents don't view the City's budget positively, their negative impressions have thawed...

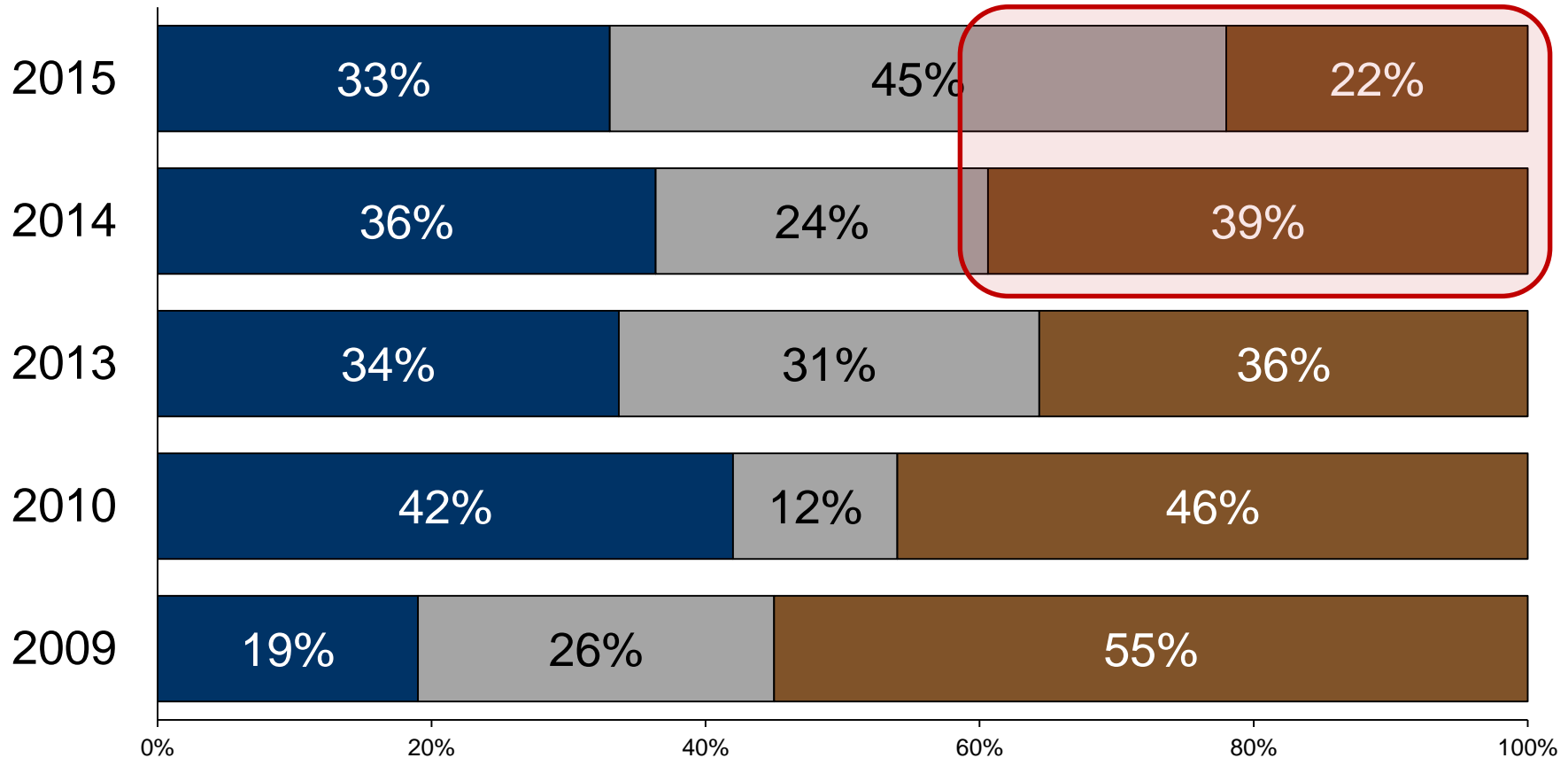
Current impressions of "The City's Budget"



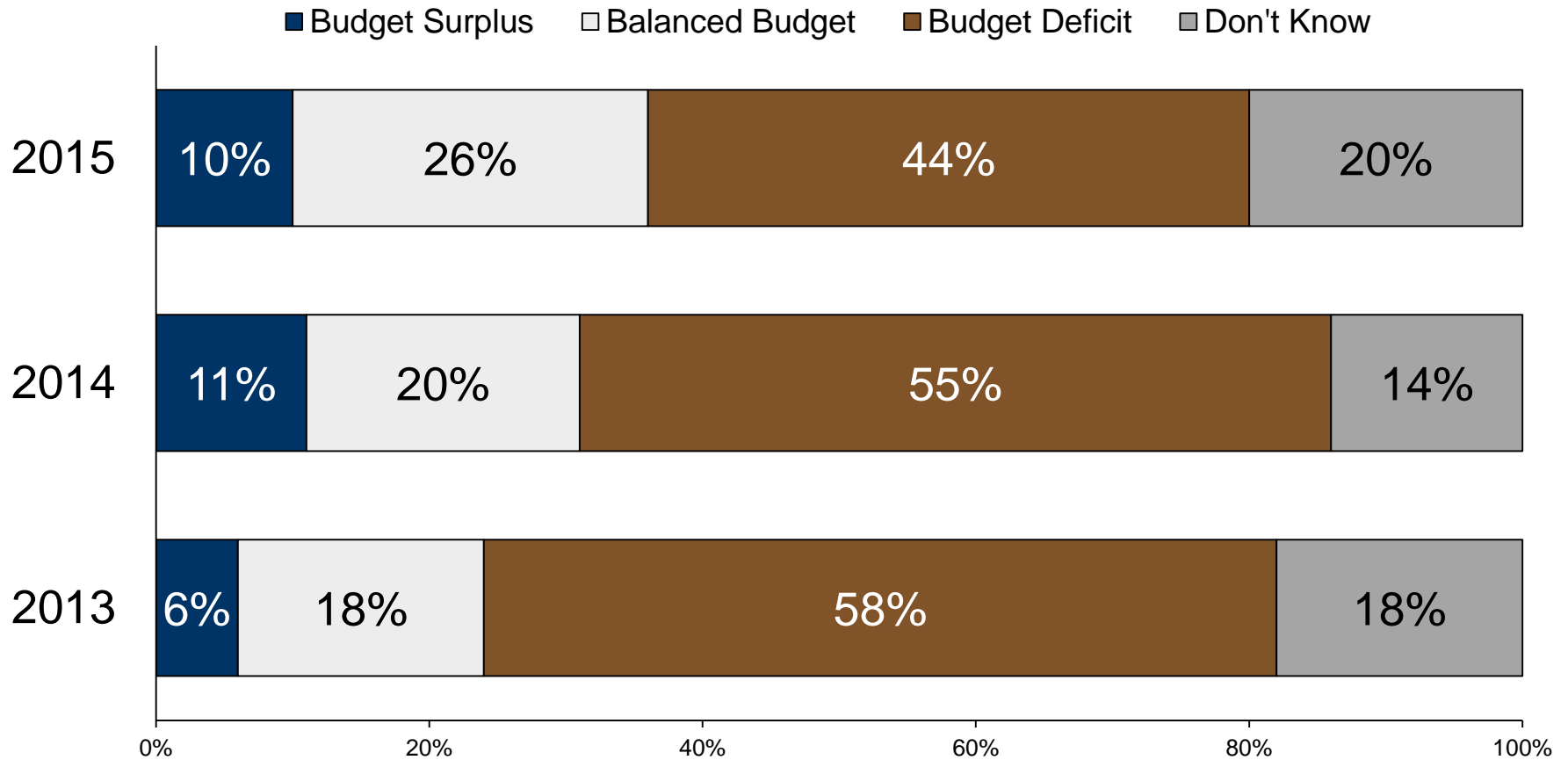
...and they are slightly less pessimistic about the City's budget going forward.

Impressions of "The City's Budget" in 12 months

■ Better ■ Neutral ■ Worse



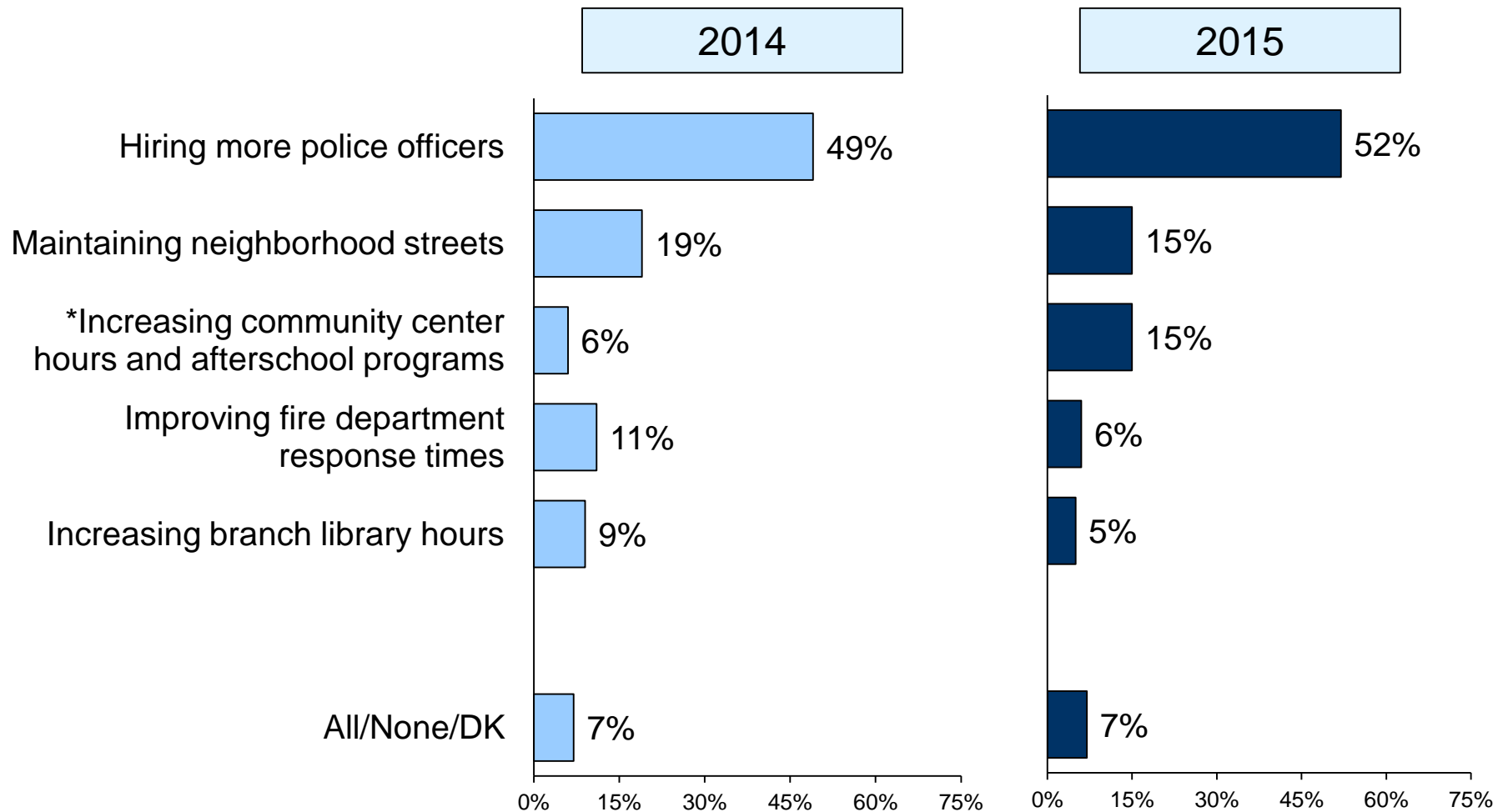
Fewer residents assume the City is facing a budget deficit, though one in ten believe there to be a surplus.



Budget Spending Priorities

Residents feel hiring more police officers should be the City's top priority spending category.

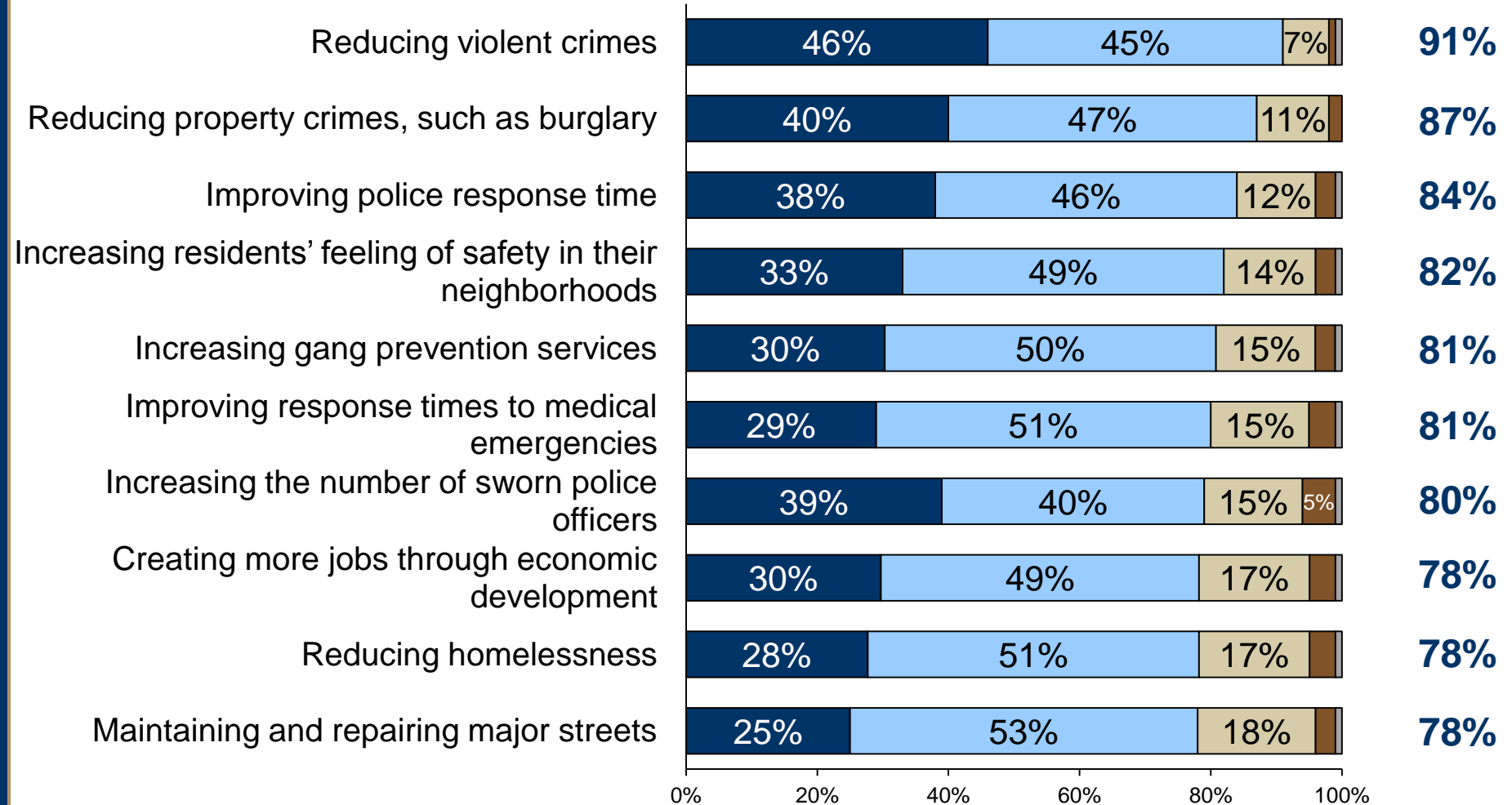
Which one of the following five categories of budget enhancements do you feel should be the City's highest priority if additional funding were available in its next budget?



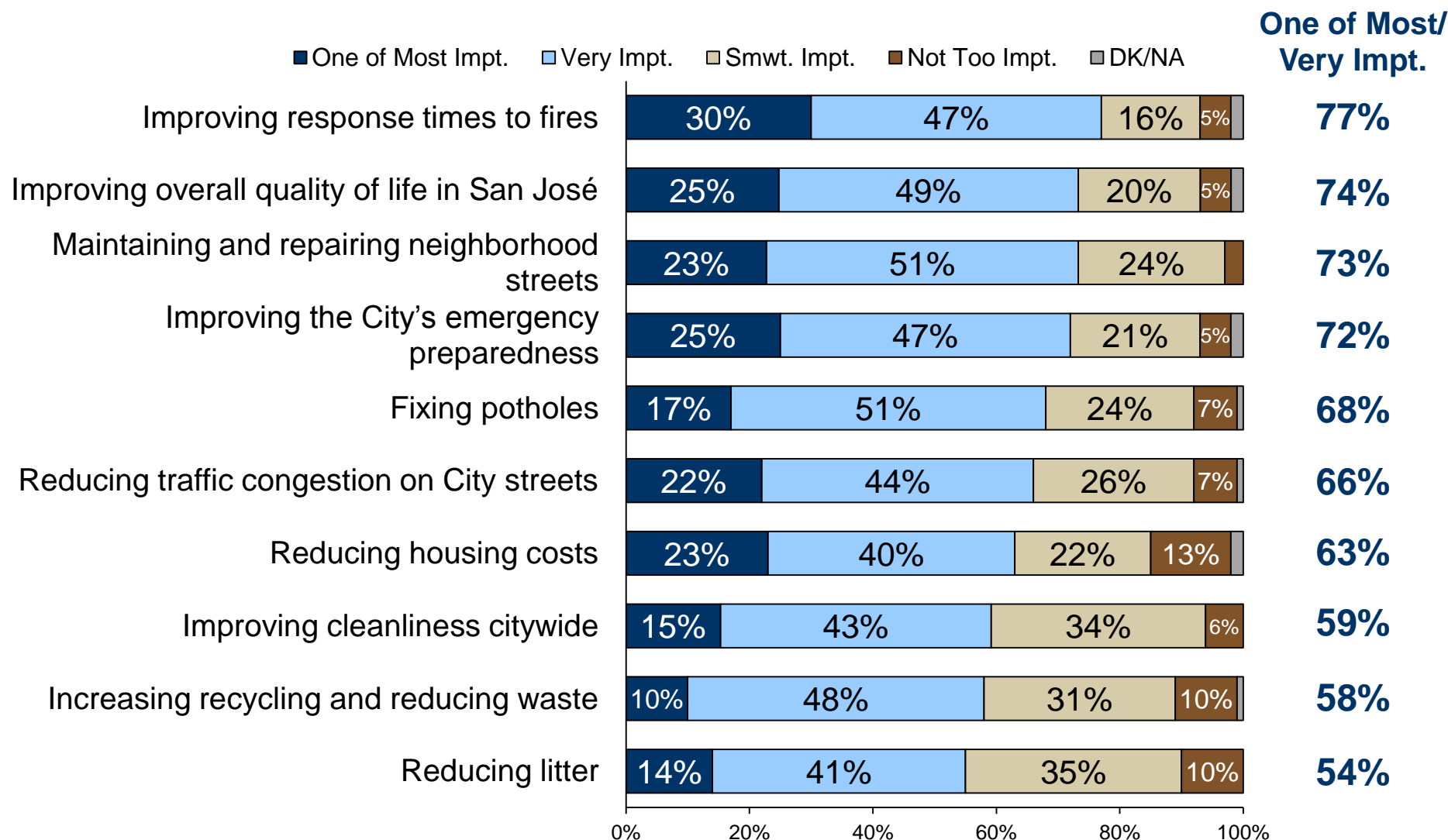
Nearly all voters see spending on programs to reduce crime as critically important.

One of Most/
Very Impt.

■ One of Most Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ DK/NA



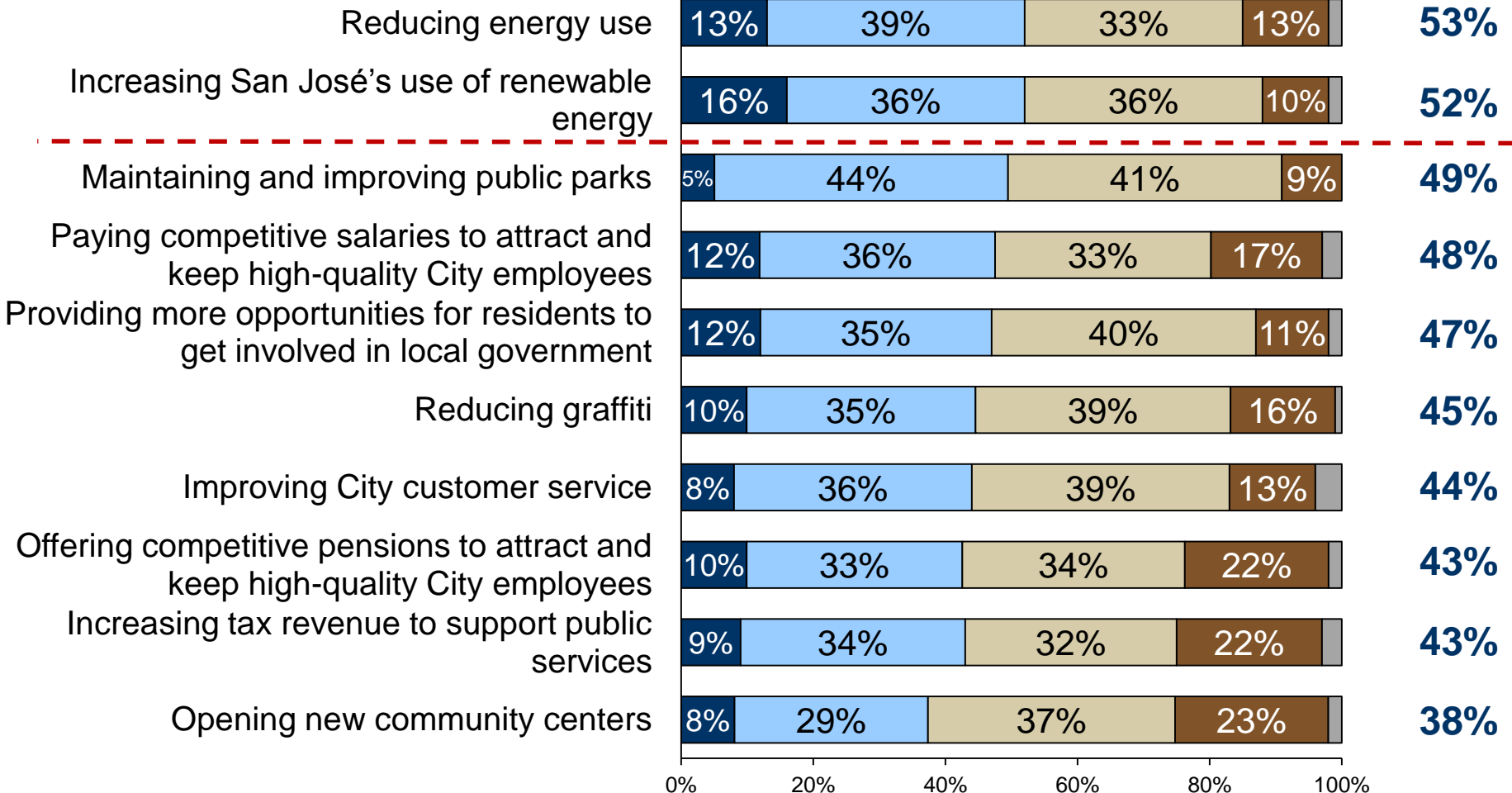
Majorities of residents also see a number of other spending priorities as important.



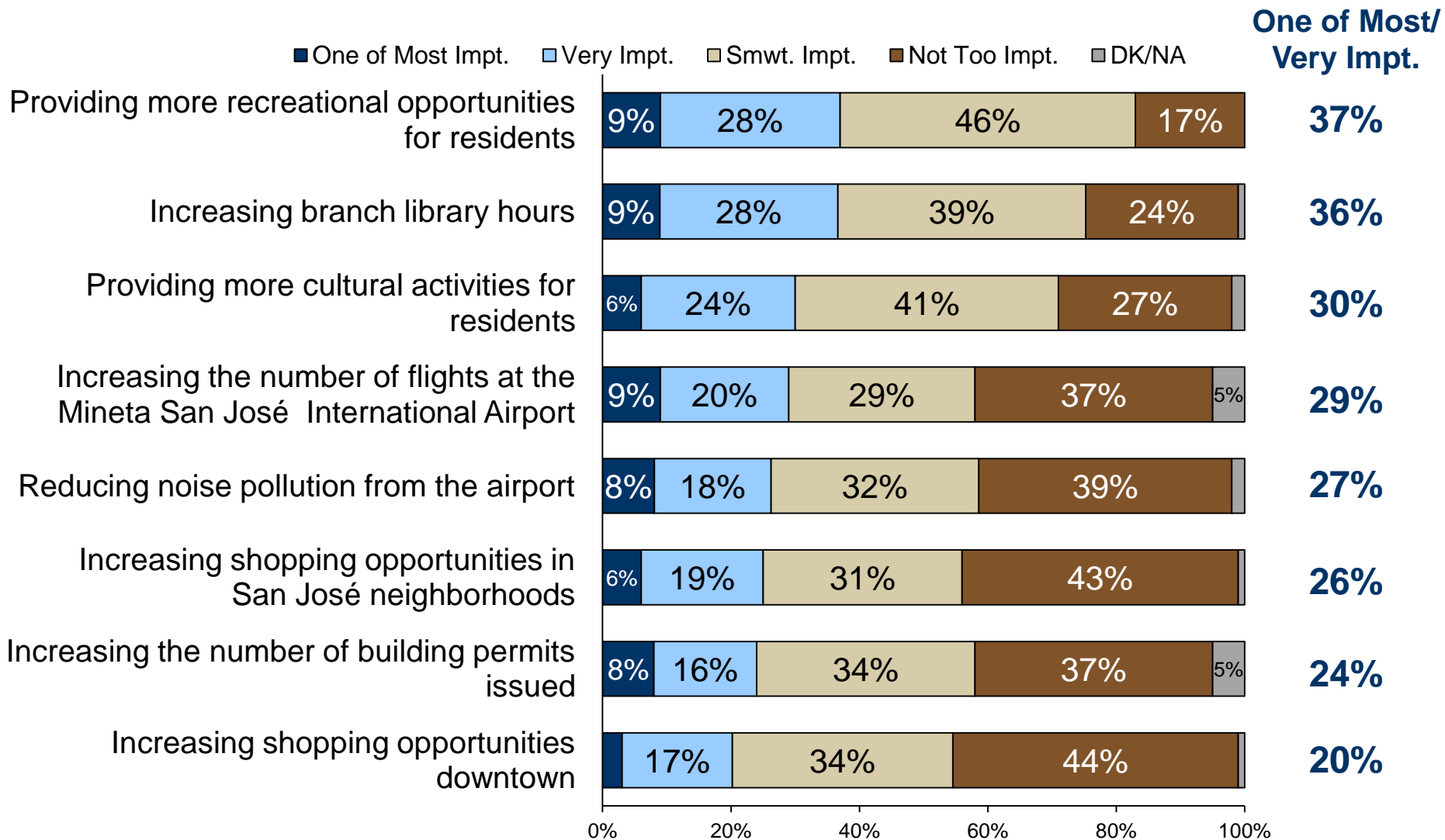
Majorities would like to see the budget address energy use.

One of Most/
Very Impt.

■ One of Most Impt. ■ Very Impt. ■ Smwt. Impt. ■ Not Too Impt. ■ DK/NA



Increasing shopping opportunities was comparatively a low priority.



For more information, contact:

Dave Metz

Dave@FM3research.com

Curt Below

Curt@FM3research.com

1999 Harrison St., Suite 2020

Oakland, CA 94612

Phone (510) 451-9521

Fax (510) 451-0384

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